

## ORDER



**Orders**  
**Order / Rev:** 184180  
**Alt Order #:**  
**Product Desc:** NRCC IE 2012  
**Estimate:** 2962  
**Flight Dates:** 10/19/12 - 10/25/12  
**Original Date / Rev:** 08/08/12 / 08/08/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** National Media Research Planning & F  
**Buying Contact:**  
**Billing Contact:**  
 815 Slater Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/NRCC IE  
**Demographic:** A25-54  
**Product Codes:** PL23-Issue/Prop  
**Priority:** P3  
**Revenue Codes:** POL, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	128	\$127,750.00	\$108,587.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	128	\$127,750.00	\$108,587.50	0.00
<b>Totals</b>	<b>128</b>	<b>\$127,750.00</b>	<b>\$108,587.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/19/12	10/25/12	7News at 5AM 7News at 5AM	CA	5AM-530AM	11111--	:30	5	\$400.00	P3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/19/12	10/25/12	11111--		5				\$400.00		0.00			
N 2	KMGH	10/19/12	10/25/12	7News at 530AM 7News at 530AM	CA	530AM-6AM	11111--	:30	5	\$600.00	P2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/19/12	10/25/12	11111--		5				\$600.00		0.00			
N 3	KMGH	10/19/12	10/25/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	22222--	:30	10	\$750.00	P3	0.00	NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/19/12	10/25/12	22222--		10				\$750.00		0.00			
N 4	KMGH	10/19/12	10/25/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	33333--	:30	15	\$850.00	P3	0.00	NM	15	\$12,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/19/12	10/25/12	33333--		15				\$850.00		0.00			
N 5	KMGH	10/20/12	10/20/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	3	\$650.00	P3	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/19/12	10/25/12	-----S-		3				\$650.00		0.00			
N 6	KMGH	10/21/12	10/21/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	2	\$300.00	P1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/19/12	10/25/12	-----S		2				\$300.00		0.00			

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Advertiser: Issue/NRCC IE  
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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	10/21/12	10/21/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A -----S	:30	2	\$350.00	P3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	-----S		2		\$350.00		0.00				
N 8	KMGH	10/21/12	10/21/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A -----S	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	-----S		2		\$700.00		0.00				
N 9	KMGH	10/19/12	10/25/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a 11111--	:30	5	\$500.00	P2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	11111--		5		\$500.00		0.00				
N 10	KMGH	10/19/12	10/25/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a 11111--	:30	5	\$500.00	P2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	11111--		5		\$500.00		0.00				
N 11	KMGH	10/19/12	10/25/12	The View THE VIEW	CA	10A-11A 11111--	:30	5	\$1,000.00	P1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	11111--		5		\$1,000.00		0.00				
N 12	KMGH	10/19/12	10/25/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P 22222--	:30	10	\$800.00	P1	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	22222--		10		\$800.00		0.00				
N 13	KMGH	10/19/12	10/25/12	M-F 2-230pm M-F 2-230pm	CA	2-230pm 11111--	:30	5	\$500.00	P2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	11111--		5		\$500.00		0.00				
N 14	KMGH	10/19/12	10/25/12	M-F 230-3pm M-F 230-3pm	CA	230-3p 11111--	:30	5	\$500.00	P2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	11111--		5		\$500.00		0.00				
N 15	KMGH	10/19/12	10/25/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm 22222--	:30	10	\$700.00	P2	0.00	NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	22222--		10		\$700.00		0.00				
N 16	KMGH	10/20/12	10/20/12	ABC College FB -Afternoon ABC College FB-Afternoon	CA	130P-5P -----S-	:30	4	\$4,000.00	P1	0.00	NM	4	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	-----S-		4		\$4,000.00		0.00				
N 17	KMGH	10/19/12	10/25/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P 22222--	:30	10	\$800.00	P2	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	22222--		10		\$800.00		0.00				
N 18	KMGH	10/19/12	10/25/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P 11111--	:30	5	\$1,000.00	P3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	11111--		5		\$1,000.00		0.00				
N 19	KMGH	10/20/12	10/20/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p -----S-	:30	2	\$650.00	P2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	-----S-		2		\$650.00		0.00				
N 20	KMGH	10/21/12	10/21/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P -----S	:30	2	\$850.00	P2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/19/12	10/25/12	-----S		2		\$850.00		0.00				
N 21	KMGH	10/19/12	10/25/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P 11111--	:30	5	\$3,400.00	P1	0.00	NM	5	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Estimate: 2962

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N21	KMGH	10/19/12	10/25/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P 11111--	:30	5	\$3,400.00	P1	0.00 NM	5	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/19/12	10/25/12	11111--		5		\$3,400.00		0.00			
N22	KMGH	10/19/12	10/19/12	ABC Fri A ABC Fri A	CA	7P-8P ----F--	:30	2	\$2,500.00	P1	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/19/12	10/25/12	----F--		2		\$2,500.00		0.00			
N23	KMGH	10/20/12	10/20/12	ABC College FB - Prime/PA ABC College FB - Prime/PA	CA	6P-930P (7:00 PM-9:30 PM) -----S-	:30	2	\$5,000.00	P2	0.00 NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/19/12	10/25/12	-----S-		2		\$5,000.00		0.00			
N24	KMGH	10/20/12	10/20/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P -----S-	:30	1	\$1,000.00	P2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/19/12	10/25/12	-----S-		1		\$1,000.00		0.00			
N25	KMGH	10/19/12	10/25/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A 11111--	:30	5	\$400.00	P2	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/19/12	10/25/12	11111--		5		\$400.00		0.00			
N26	KMGH	10/21/12	10/21/12	SA/SU LF ROS/1037P-10A 7 Sports Extra	CA	1037P-12:37P (10:35 PM-11:05 PM) -----S	:30	1	\$850.00	P2	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/19/12	10/25/12	-----S		1		\$850.00		0.00			
											Totals	128	\$127,750.00